

KTRH-Bailey

#1118743 208

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KTRH-AM, KODA-FM and KPRC-AM Houston, Texas	Date: 10/18/16
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I, Mike Sullivan,

being/on behalf of: myself,

a legally qualified candidate of the Republican

political party for the office of: Harris County Tax Assessor-Collector

in the General

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	See Attached				

 Attach proposed schedule with charges (if available): See Attached

I represent that the payment for the above described broadcast time has been furnished by:

Mike Sullivan Campaign Credit Card

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Sullivan

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/18/16

Date

Mike Sullivan

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Bob Windham

Signature

Bob Windham

Printed Name

Director of Political Sales

Title

PROPOSAL



Prepared for:

Mike Sullivan Campaign Advertising

1 Greenway Plz Ste 225
Houston, Texas 77046

Date: 11/01/2016 01:50

Advertiser: Mike Sullivan For Harris Count

Spots: 37

Total Cost: **\$5,890.00**

Rates guaranteed until 11/08/2016

Summary

Advertiser Mike Sullivan For Harris Count
Title Mike Sullivan Campaign-4
Billing Options Broadcast
Market - Survey(s) Houston-Galveston - Oct '16
Demographics Persons 18+

Spot Schedule

News Radio 740AM

1 Week: 10/31

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Wed-Fri 3pm-7pm	15	6	\$125.00	\$750.00	1.6	1.7	87,000
Wed-Fri 3pm-7pm	30	3	\$225.00	\$675.00	1.2	1.1	56,000
Weekly Total		9		\$1,425.00	1.9	2.1	106,700
Flight Total		9		\$1,425.00	1.9	2.1	106,700

1 Week: 11/7

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Mon 10am-3pm	15	5	\$120.00	\$600.00	2.1	1.7	85,500
Mon 3pm-7pm	15	4	\$125.00	\$500.00	1.6	1.1	56,200
Mon 3pm-7pm	30	3	\$225.00	\$675.00	1.4	1.0	48,500
Weekly Total		12		\$1,775.00	2.7	2.5	127,300
Flight Total		12		\$1,775.00	2.7	2.5	127,300

Sunny 99.1 FM

1 Week: 10/31

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Wed-Fri 6am-10am	15	4	\$130.00	\$520.00	1.3	1.9	97,900
Wed-Fri 6am-10am	30	3	\$315.00	\$945.00	1.2	1.6	78,700
Weekly Total		7		\$1,465.00	1.5	2.8	142,800
Flight Total		7		\$1,465.00	1.5	2.8	142,800

1 Week: 11/7

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Mon-Tue 6am-10am	15	4	\$130.00	\$520.00	1.3	1.4	73,000
Mon-Tue 6am-10am	30	2	\$315.00	\$630.00	1.1	0.9	43,600
Weekly Total		6		\$1,150.00	1.5	1.9	94,300
Flight Total		6		\$1,150.00	1.5	1.9	94,300

The terrestrial radio audience estimates in this order are derived by iHeartMedia Revenue Platforms based on Nielsen Audio's copyrighted and proprietary audience estimates. Scarborough Data: Copyright © 2012 Scarborough. All Rights Reserved.

The PPM ratings are based on audience estimates and are the opinion of Nielsen Audio and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Talk Radio 950AM

1 Week: 10/31

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Wed-Fri 3pm-7pm	30	3	\$25.00	\$75.00	1.1	0.1	7,400
Weekly Total		3		\$75.00	1.1	0.1	7,400
Flight Total		3		\$75.00	1.1	0.1	7,400

Proposal Totals

	Spots	Cost	Freq	% Mkt	Net Reach
News Radio 740AM	21	\$3,200.00	3.0	3.7	185,400
Sunny 99.1 FM	13	\$2,615.00	1.7	4.2	210,300
Talk Radio 950AM	3	\$75.00	1.1	0.1	7,400
Total	37	\$5,890.00	2.3	8.1	407,700

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iHeart MEDIA

Order Confirmation

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Printed: 11/01/2016 15:03:58

Mike Sullivan For Harris Count
c/o Mike Sullivan Campaign Advertis
Attn:
1 Greenway Plz Ste 225
Houston, TX 77046

Advertiser No: 25589
Start Date: 11/02/2016
End Date: 11/08/2016
Month Type: Broadcast
Entered: 11/01/2016 02:16 PM by Fusion
Last Update: 11/01/2016 02:16 PM by Fusion
Spl Req Inv:
AE: WINDHAM, ROD
Note:
Note 2:

Order No: 1118743208
Contract/Code #: No
Co-op: No
Package: No
CPE: 0
Revision #: 15%
Agency Comm.:

Market Station	Bind To	Start Date	End Date	No On Air Sch W. W. Days	Skip W. W. Days	M T W T F S S	Spots/ W. W. Copy Group	Spot Len.	Priority Revenue Type	Rate	Ord. Spots	Ord. Cost
1 Houston	15:00-19:00	11/02/16	11/04/16	1 1	0	x x x	3 1212791 CC/MIKE SULLIVAN/2376422/30	30	75	225.00	3	675.00
KTRH-AM	Commercial								Local Agency-Political			
2 Houston	15:00-19:00	11/07/16	11/07/16	1 1	0 x		3 1212791 CC/MIKE SULLIVAN/2376422/30	30	75	225.00	3	675.00
KTRH-AM	Commercial								Local Agency-Political			
3 Houston	06:00-10:00	11/02/16	11/04/16	1 1	0	x x x	3 1212791 CC/MIKE SULLIVAN/2376422/30	30	75	315.00	3	945.00
KODA-FM	Commercial								Local Agency-Political			
4 Houston	06:00-10:00	11/07/16	11/08/16	1 1	0 x x		2 1212791 CC/MIKE SULLIVAN/2376422/30	30	75	315.00	2	630.00
KODA-FM	Commercial								Local Agency-Political			
5 Houston	15:00-19:00	11/02/16	11/04/16	1 1	0	x x x	3 1212794 GRK/PRC-AM/118743208/30	30	75	25.00	3	75.00
KPRC-AM	Commercial								Local Agency-Political			
6 Houston	15:00-19:00	11/02/16	11/04/16	1 1	2 0	x x x	6 1212792 CC/MIKE SULLIVAN/2376422/15	15	75	125.00	6	750.00
KTRH-AM	Commercial								Local Agency-Political			
7 Houston	10:00-15:00	11/07/16	11/07/16	1 1	0 x		5 1212792 CC/MIKE SULLIVAN/2376422/15	15	75	120.00	5	600.00
KTRH-AM	Commercial								Local Agency-Political			
8 Houston	15:00-19:00	11/07/16	11/07/16	1 1	0 x		4 1212792 CC/MIKE SULLIVAN/2376422/15	15	75	125.00	4	500.00
KTRH-AM	Commercial								Local Agency-Political			
9 Houston	06:00-10:00	11/02/16	11/04/16	1 1	0	x x x	4 1212792 CC/MIKE SULLIVAN/2376422/15	15	75	130.00	4	520.00
KODA-FM	Commercial								Local Agency-Political			
10 Houston	06:00-10:00	11/07/16	11/08/16	1 1	0 x x		4 1212792 CC/MIKE SULLIVAN/2376422/15	15	75	130.00	4	520.00
KODA-FM	Commercial								Local Agency-Political			



iHeartMEDIA

Order Confirmation

Page 2 of 3
Printed: 11/01/2016 15:03:58
Order No: 1118743208

No. of Spots/Misc/Digital: 37/0/0

Ordered Gross: \$5,890.00
Agency Commission: \$883.50
Ordered Net: \$5,006.50
Total Net Due: \$5,006.50

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Amount Ord:	37	0	0	0	0	0	0	0	0	0	0	0	0
Gross:	5,890.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net:	5,006.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

When signed below, this is a contract for advertising on the radio stations named above, made with the owner of those stations, subject to those terms and conditions beginning on the last page of this Order Confirmation. Except when this contract is executed by advertiser itself, it is agreed that advertiser's agency makes this contract both for itself and advertiser.

Accepted for Company: _____

Accepted for Advertiser: _____

Participating Customers
Mike Sullivan For Harris Count

100%

Spot Rotation

Spot Title	Spot ID	Cart No	Length	Duration	Rotation
COPY GROUP: CC/MIKE SULLIVAN/2376422/30	1212791				
COPY GROUP: CC/MIKE SULLIVAN/2376422/15	1212792				
COPY GROUP: GR/KPRC-AM/118743208/30	1212794				
Mike Sullivan For Harris Count	1212799	7664054	15	11/02/2016 - 11/08/2016	1
Mike Sullivan For Harris Count	1212798	7664053	30	11/02/2016 - 11/08/2016	1